

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10007924-1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): JEROLD SHAN

Confirmation No.: 4891

Application No.: 09/852,611

Examiner: AUGUSTIN, EVENS J

Filing Date: May 9, 2001

Group Art Unit: 3621

Title: AN ON-LINE SHOPPING CONVERSION SIMULATION MODULE

Mail Stop Appeal Brief - Patents  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL OF REPLY BRIEF

Transmitted herewith is the Reply Brief with respect to the Examiner's Answer mailed on April 30, 2008.

This Reply Brief is being filed pursuant to 37 CFR 1.193(b) within two months of the date of the Examiner's Answer.

(Note: Extensions of time are not allowed under 37 CFR 1.136(a))

(Note: Failure to file a Reply Brief will result in dismissal of the Appeal as to the claims made subject to an expressly stated new ground rejection.)

No fee is required for filing of this Reply Brief.

If any fees are required please charge Deposit Account 08-2025.

Respectfully submitted,  
JEROLD SHAN

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